

Rep Order# 9779185 Ver# 5 Status Revised Traffic Order# 45519 Printed: 08/03/2012 3:45 PM Last Received: 08/03/2012 3:20 PM Showing Buylines: All Rep & Sta Revised Lines 1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RNC
Estimate# 2892
Buyer Tracey Robinson
Phone#
Fax#
Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 8 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*8	F	730P-1030P	NFL PRE: BENGALS	:30	\$6,000.00	08/10-08/10	0	0	0	\$0.00	
Rating: 9.8												
Sales Remark: V5 1X NA												
V5 Comment Changed, Spots/week Changed												
	*15	W	8P-9P	BIG BROTHER	:30	\$5,500.00	08/08-08/08	1	1	1	\$5,500.00	
Rating: 9.8												
Sales Remark: V5 MKGD												
V5 Added												
	*16	F,M-TH	5A-530A	NEWS	:30	\$500.00	08/03-08/09	1	1	1	\$500.00	
Sales Remark: V5 MKGD												
V5 Added												

---REPORT TOTALS---

Report Totals: 2 / \$6,000.00

---SALES MONTHLY TOTALS---

Jul 12: 6 / \$4,500.00 Aug 12: 38 / \$38,350.00

Rep Order# 9779185 Ver# 5 Status Revised Traffic Order# 45519 Printed: 08/03/2012 3:45 PM 2 of 2

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RNC
Estimate# 2892
Buyer Tracey Robinson
Phone#
Fax#
Sales Totals: 44 / \$42,850.00
Station Totals: 44 / \$42,850.00
Lines not sent/rcld/trln: 0 / \$0.00
---COMPETITIVE---
Market Totals \$174,187

CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	15%
WKRC	24%	WLWT	45%	WSTR	5%	WXIX	7%		

Books null
Demos RA35+

OLYMPICS ON WLWT

---COMPETITIVE COMMENTS---

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/445/2892
Flight Dates 07/27/2012 - 08/10/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RNC
Estimate# 2892
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--- REMARKS ---

pls see line 8
t/r
Lynda/jlm

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	* 8	F	730P-1030P	NFL PRE: BENGALS	:30	\$6,000.00	08/10-08/10	1	1	1	\$6,000.00	
Rating: 9.8												

Station Remark: V4 no nfl on 8/10 mg 8/8 wed 8-9p 1x @ 5,500. big bro and 1x m-f 5-530a news @ 500.00

---REPORT TOTALS---

Report Totals: 1 / \$6,000.00

---SALES MONTHLY TOTALS---

Jul 12: 6 / \$4,500.00 Aug 12: 37 / \$38,350.00

Sales Totals: 43 / \$42,850.00
Station Totals: 43 / \$42,850.00
Lines not sent/rcld/trn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$174,187
CABL 0% EKRC 2% UNKN 0% WBQC 0% WCPO 15%
WKRC 24% WLMW 45% WSTR 5% WXIX 7%

---COMPETITIVE COMMENTS---

Rep Order# 9779185 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 45519

Printed: 08/03/2012 10:44 AM
Last Received: 07/27/2012 4:00 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RNC
Estimate# 2892
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/445/2892
Flight Dates 07/27/2012 - 08/10/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

OLYMPICS ON WLWT

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, July 31, 2012 1:13 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Republican National Committee - 45519

Station: WKRC-TV

Order Information:

Order #: 45519
Order Total: \$42,850.00
Agency: National Media Team
Advertiser: Republican National Committee
Product: RNC
Alternate Order #: 09779185
Estimate #: 2892
Flight Dates: 07/27/12 - 08/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45519-8-1):

Rate: \$6,000.00
Air Date: Fri 08/10/12
Eligible Days: -----F-----
Inventory Code: Bengals vs New York
Inventory Description: Bengals vs New York 8/10
Inventory Code Time: 7:30 PM-10:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Program Change -No Return

1x Wed 8-9P on
8/8 @ \$5500 &
1x M-F 5-5:30A
w/ 8/6 @ \$500

Spot Manager: All, 07/27/12-08/10/12

Hot	State	Alt Order #	Date	Order Product Desc	Program (Bool)	Line	Length	Rate	AE Full Name	Order End	Inv. Code (Book)	Time Period	Agency
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Station: WKRC-TV

Advertiser: Republican National Committee

Order: 45519

No D	09779185	08/08/12 RNC	8	:30	\$500.00	Millennium Washi	08/10/12 5a Good Morn Ctr	(5:00:00 AM-National Medi	08/10/12 5a Good Morn Ctr	(5:00:00 AM-National Medi		
No P	09779185	08/03/12 RNC	5	:30	\$1,000.00	Millennium Washi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi		
No P	09779185	08/06/12 RNC	5	:30	\$1,000.00	Millennium Washi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi		
No P	09779185	08/01/12 RNC	5	:30	\$1,000.00	Millennium Washi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi	08/10/12 5p Local 12 News	(5:00:00 PM-National Medi		
No P	09779185	08/03/12 RNC	6	:30	\$1,100.00	Millennium Washi	08/10/12 5p Local 12 News	(5:30:00 PM-National Medi	08/10/12 5p Local 12 News	(5:30:00 PM-National Medi		
No P	09779185	08/03/12 RNC	6	:30	\$1,100.00	Millennium Washi	08/10/12 5p Local 12 News	(5:30:00 PM-National Medi	08/10/12 5p Local 12 News	(5:30:00 PM-National Medi		
No P	09779185	08/06/12 RNC	1	:30	\$650.00	Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi		
No P	09779185	08/08/12 RNC	1	:30	\$650.00	Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi		
No P	09779185	08/03/12 RNC	1	:30	\$650.00	Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi		
No P	09779185	08/02/12 RNC	1	:30	\$650.00	Millennium Washi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi	08/10/12 6a Good Morn Ctr	(6:30:00 AM-National Medi		
No P	09779185	07/28/12 RNC	2	:30	\$350.00	Millennium Washi	08/10/12 6a-8a Local 12 N	(7:00:00 AM-National Medi	08/10/12 6a-8a Local 12 N	(7:00:00 AM-National Medi		
No P	09779185	08/04/12 RNC	2	:30	\$350.00	Millennium Washi	08/10/12 6a-8a Local 12 N	(7:00:00 AM-National Medi	08/10/12 6a-8a Local 12 N	(7:00:00 AM-National Medi		
No P	09779185	07/27/12 RNC	4	:30	\$250.00	Millennium Washi	08/10/12 M-F 10a-11a	10:00 AM-11 National Medi	08/10/12 M-F 10a-11a	10:00 AM-11 National Medi		
No P	09779185	08/02/12 RNC	4	:30	\$250.00	Millennium Washi	08/10/12 M-F 10a-11a	10:00 AM-11 National Medi	08/10/12 M-F 10a-11a	10:00 AM-11 National Medi		
No P	09779185	07/28/12 RNC	10	:30	\$1,400.00	Millennium Washi	08/10/12 Sat Reg 3	10:00 PM-11 National Medi	08/10/12 Sat Reg 3	10:00 PM-11 National Medi		
No P	09779185	08/01/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/06/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/07/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/09/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	07/27/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/06/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/08/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/03/12 RNC	12	:30	\$1,400.00	Millennium Washi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi	08/10/12 11p M-F Local 12	11:00 PM-11 National Medi		
No P	09779185	08/05/12 RNC	14	:30	\$500.00	Millennium Washi	08/10/12 Sun 1135p-1205a	11:35 PM-12 National Medi	08/10/12 Sun 1135p-1205a	11:35 PM-12 National Medi		
No P	09779185	07/29/12 RNC	14	:30	\$500.00	Millennium Washi	08/10/12 Sun 1135p-1205a	11:35 PM-12 National Medi	08/10/12 Sun 1135p-1205a	11:35 PM-12 National Medi		
No P	09779185	07/31/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/06/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/03/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/09/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/01/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/07/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	07/27/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	07/30/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/08/12 RNC	13	:30	\$450.00	Millennium Washi	08/10/12 Letterman	11:35 PM-12 National Medi	08/10/12 Letterman	11:35 PM-12 National Medi		
No P	09779185	08/04/12 RNC	9	:30	\$750.00	Millennium Washi	08/10/12 Hyundai Sun Bow	2:00 PM-6:00 National Medi	08/10/12 Hyundai Sun Bow	2:00 PM-6:00 National Medi		
No P	09779185	08/08/12 RNC	7	:30	\$1,200.00	Millennium Washi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi		
No P	09779185	08/07/12 RNC	7	:30	\$1,200.00	Millennium Washi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi		
No P	09779185	08/01/12 RNC	7	:30	\$1,200.00	Millennium Washi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi	08/10/12 6p Local 12 News	6:00 PM-6:30 National Medi		
No P	09779185	08/05/12 RNC	11	:30	\$3,000.00	Millennium Washi	08/10/12 Sun Reg 1	7:00 PM-8:00 National Medi	08/10/12 Sun Reg 1	7:00 PM-8:00 National Medi		
No P	09779185	07/28/12 RNC	3	:30	\$400.00	Millennium Washi	08/10/12 6a-8a Local 12 N	(7:30 AM-8:00 National Medi	08/10/12 6a-8a Local 12 N	(7:30 AM-8:00 National Medi		
No P	09779185	08/04/12 RNC	3	:30	\$400.00	Millennium Washi	08/10/12 6a-8a Local 12 N	(7:30 AM-8:00 National Medi	08/10/12 6a-8a Local 12 N	(7:30 AM-8:00 National Medi		

[Filtered by:] [Sorted by: Order]

Spot Manager: All, 07/27/12-08/10/12



Hot	State	Alt Order #	Date	Order Product Desc	Program (Bool	Line	Length	Rate	AE Full Name	Order End	Inv. Code (Book	Time Period	Agency
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Station: WKRC-TV

Advertiser: Republican National Committee

Order: 45519

No	D	09779185	08/08/12	RNC	Big Brother	8	:30	\$5,500.00	Millennium Washi	08/10/12	Wed	Reg 1	8-9p	National Medi
								\$42,850.00						
								\$42,850.00						
								\$42,850.00						
								\$42,850.00						

[Filtered by:] [Sorted by: Order]